

New Year New You

— MEDIA PACK 2015 —

At the beginning of the year many people make New Year resolutions or make a promise to themselves that they will make a significant change to their life in some way. To reflect this we are publishing a supplement to offer advice and ideas to our readers called **New Year, New You**.

New Year, New You provides an invaluable platform for advertisers focused on health, fitness, learning, education, makeovers and local clubs. It will be distributed with all KM Media Group paid for titles plus the Thanet Extra and Folkestone Extra in the week ending 9th January 2015 – just as the new year starts.

Content will be a mixture of local information along with overviews on a selection of the following:

- **Fitness** - anything from gyms, swimming, cycling and walking to pilates and dance
- **Health** - from weight loss clubs and alternative therapies to helping you stop smoking
- **Learning & Education** - learning a new language or sport, creative writing, photography and more
- **New Look** – changing the way you look, choosing a new hairstyle or complete makeover
- **Making new friends** - joining clubs like reading, theatre groups and sports clubs



Production & Distribution

New Year, New You will be available as an 8 page pull-out and inserted with all KM Media Group paid for titles plus the Thanet Extra and Folkestone Extra which have a circulation of 131,552* and a readership of 313,848*. The magazine style will extend it's shelf life and will encourage it to be kept for reference.

Publication	Official weekly circulation ABC Jul - Dec 2013	Official weekly readership JICREG Apr 2014
12 page pull out		
Kent Messenger Series - Maidstone, Malling, Weald, Medway (Friday), Sittingbourne	31,780	93,206
Kentish Gazette Group	14,037	41,935
Kentish Express Series	12,764	35,739*
8 page pull out		
East Kent Mercury	9,712	26,428
Thanet Extra	35,557	52,018
Swale - Sittingbourne News Extra and Sheerness Times Guardian	11,717	33,742
Folkestone & Hythe Express and Folkestone Extra	11,039	16,931*
Dartford & Gravesend Messenger	4,946	13,849*
Countywide reach	131,552	313,848*



*Source: Publisher's statement

Rates & Data

Rates shown are for advertising in ALL editions of **New Year, New You** countywide reaching an audience of 313,848*.

Advert	Rate	Dimensions (height x width)
Full page	£4,400	340mm x 276mm
Half page	£2,230	170mm x 276mm
Quarter page	£1,180	170mm x 136mm

Rates above include complementary online advertising as specified. Prices excl. VAT.

Sponsorship Package:

Includes a full page advertisement or advertorial on back / inside front cover in all editions, logo on front cover, 50,000 online advertising impressions on kentonline.co.uk and logo on all pre-promotional advertisements in press, online and radio (subject to booking date).

Investment: **£5,450**



*Source: Publisher's statement



Pre-promotion:

New Year, New You will be extensively promoted prior to publication throughout all our media products and we do anticipate higher than average copy sales. Promotional campaigns will run in all relevant KM newspapers, across the kmfm network and online at kentonline.co.uk.

Publication date: 9th January 2015

Copy / payment date: 2nd January 2015



Radio packages available on request



www.kentononline.co.uk

KM Media Group has a dedicated online presence, kentononline.co.uk which has 1,544,925* unique visitors and 9,063,544* page impressions in a month.

All **New Year, New You** countywide advertisers receive a special package of complementary online advertising to appear on KentOnline.co.uk.

Special online advertising package:

- Advertisers receive 20,000 free online advertising impressions
- Additional impressions can be purchased for just £7 per thousand impressions (CPM) - more than 50% off the rate card
- Free Digital Magic design service for online users

An 'impression' is defined as being each time your online advert is presented to a web site visitor. Adverts are displayed in multiple formats across:

- Desktop
- Laptop
- Tablet
- Mobile



*Source: comScore Sept 2014